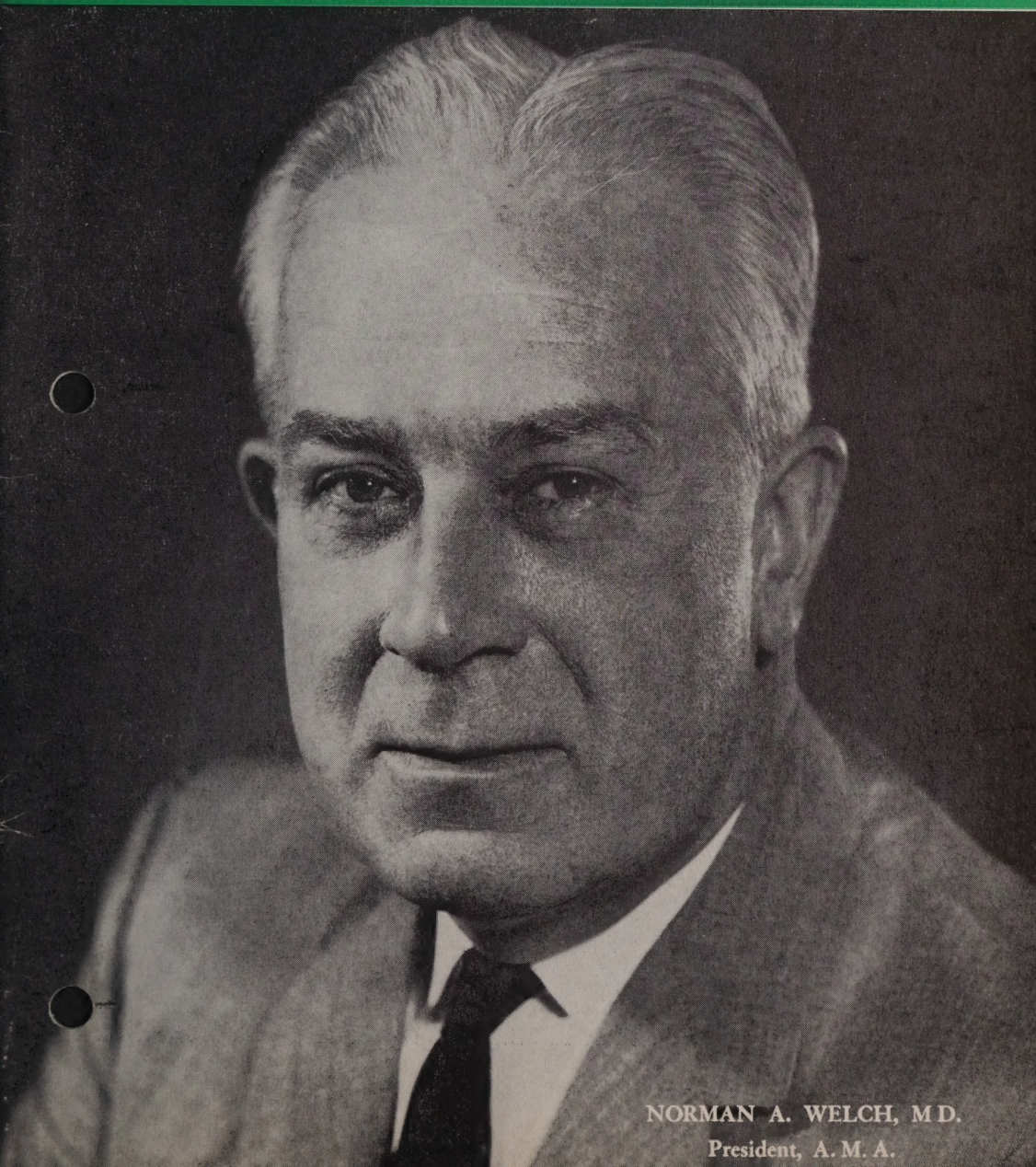
The Hampden Hippocrat

A Bulletin for the Hampden District of the Massachusetts Medical Society

VOLUME XX SEPTEMBER, 1964 NO. 7



NORMAN A. WELCH, M.D.
President, A. M. A.

Hampden District Medical Society

1414 STATE STREET — SPRINGFIELD, MASS.

Telephone: REpublic 6-0661

Vivian M. Purdy, *Executive Secretary*

OFFICERS

President . . . . . Theodore R. Miner, M. D.
Vice President and President-Elect . . . . . Henry Burkhardt, M. D.
Secretary . . . . . Harry N. Memery, M. D
Treasurer . . . . . B. Lincoln Wales, M. D.
Assistant Secretary . . . . . John F. Griffin, M. D.

Executive and Grievance Committees

Theodore R. Miner, M. D	*ex-officio*	Martin B. Murray, M. D.
Henry Burkhardt, M. D.	*ex-officio*	Harry N. Memery, M. D.
B. Lincoln Wales, M. D. ,	*ex-officio*	Robert N. LaMarche, M. D.
Frank G. Mills, M. D.	1965	Lester G. Suzor, M. D.
Edwin M. Mahoney, M. D.	1966	David W. Williams, M. D.
Mustafa I. Adham, M.D.	1967	Robert D. O'Malley, M. D.

Chairmen of Standing Committees

Public Relations . . . . . Robert N. LaMarche, M. D.
Legislative . . . . . Robert W. Emery, M. D.
Board of Membership . . . . . Samuel F. Potsubay, M. D.
Blue Shield District Professional Service . . . Walter J. J. Nero, M. D.
Woman's Auxiliary . . . . . Irving Steinberg, M. D.
Malpractice and Medico-Legal Affairs . . . . . John E. Yelle, M. D.
Public Health . . . . . David E. Booker, M. D.
Insurance, Labor Relations, and Industrial Accidents . William Mosig, M. D.
To Committee on Tax-Supported Medical Care . Harry L. Roberts, M. D.
By-Laws . . . . . Max Millman, M. D.

Chairmen of Special Committees

Emergency Medical Service . . . . . Bronislaus A. Galuszka, M. D.
Health and Accident Insurance . . . . . H. Bernard Tillman, M. D.
Mental Health . . . . . Eugene Boss, Jr., M. D.
Disaster Medical Care . . . . . Walter S. Mozden, M. D.
Medico-Religious . . . . . John J. Bandeian, M. D.
Representatives to Community Council
Theodore R. Miner, M. D. and Martin B. Murray, M. D.

The Hampden Hippocrat

"Life is short and art is long, the occasion fleeting, experience fallacious and judgment difficult."
Hippocrates

Founded in 1942 by Drs. Edward P. Bagg and William A. R. Chapin, and published monthly except July and August.

BOARD OF EDITORS

Edward P. Bagg, M. D. *Editor-Emeritus*
Max Millman, M. D. *Editor-in-Chief*
(108 School Street, Springfield, Mass., 01105)
John C. Ayres, M. D. *Assistant Editor*

Associate Editors

Olive A. Cooper, M. D.
Harold J. Holleran, M. D.
Frank F. Hurley, M. D.
David W. Williams, M. D.
Ralph T. Miller, M. D.
H. Bernard Tillman, M. D.
Richard J. Maher, M. D.
Donald R. Hayes, M. D.

Joseph B. Greenspan, M. D. *Secretary and Business Manager*
(91 School Street, Springfield, Mass., 01105)
Richard C. Sowell, M. D., *Asst. Sec. and Bus. Manager*

THE HAMPDEN HIPPOCRAT, SEPTEMBER, 1964

EDITORIAL

WHY MEDICAL ORGANIZATIONS?

For too long the busy physician has paid little attention to the socio-economic and ethical phases of the practice of medicine. That treating patients and furthering scientific knowledge must forever remain the physician's primary concern, is indisputable. Yet, it is becoming increasingly evident that he must concern himself also with the so-called non-clinical aspects of medicine. This led the House of Delegates of the AMA to suggest in 1961 that each medical school " . . . . develop and present a required course in ethics and socio-economic principles and that each state board of medical examiners include questions on ethics and proper socio-economic practices in all examinations for license".

In an admirable article on this subject by R. B. Robins, M.D. in a volume entitled "The Environment of Medical Practice" (Yearbook Medical Publishers, Inc. 1963), the author discusses the important functions served by various medical organizations. He points out that the basic unit of medical organization is the County Medical Society, which in Massachusetts we call the District Society. The purposes of the local society are: to disseminate scientific knowledge,

NEXT DISTRICT MEETING SEPTEMBER 22
(SEE PAGE 15)

to foster better relations among physicians, and to promote public health on a community level.

WHAT DOES ORGANIZED MEDICINE DO FOR YOU?

Dr. James E. Bryan* answers the above question as follows:

1. It represents you and your colleagues in public health and welfare programs.
2. It interprets you—your training, your motives, your problems, your professional aims and objectives—to the outside world.
3. It tries to nurture a more favorable public attitude toward your profession by helping people to understand and appreciate medicine's contribution to the public welfare.
4. It guides the development of medical practice in relation to other callings and economic groups.
5. It protects your legal status as a doctor.
6. It protects the public against exploitation by quacks and frauds, and keeps medical competition on a professional plane.
7. It controls the depredations of that tiny minority of doctors whose main interest is to make a fast fortune.
8. It promotes and guides the prepayment of plans and other economic devices designed to help patients pay for your services at the least possible burden or sacrifice to themselves.
9. It helps your profession to meet its collective responsibilities to the public and avoids the necessity of the public resorting to political devices to solve these problems.
10. It helps you to survive as a responsible professional man in an increasingly interdependent and socialized society. (See also Page 18)

The AMA

Membership in the District Society is basic to membership in the MMS and the AMA. Therefore, and as Dr. Robins points out, the AMA is organized from the bottom up rather than from the top down. Its history, organization, and functions were published in detail in the Hippocrat of September, 1963. Briefly, the AMA was organized in 1847 to combat medical quackery and traffic in patent medicines, and also to improve medical education. It has grown from 250 members to over 200,000. At present, it is a federation of 53 state and territorial medical associations and over 1900 county medical societies. In the final analysis the policies and activities of the AMA stem from the individual physician who, through his elected representatives at the county and state levels, elects delegates to the House of Delegates. This body, consisting of one delegate for every 1,000 members of each state society, plus repre-

(continued on Page 16)

* Bulletin, Greene County Medical Society, Springfield, Missouri

Regained: *an interest in her surroundings, a feeling of well-being*

DEXAMYL® helps relieve symptoms

brand of dextroamphetamine sulfate and amobarbital

of mild depression within the hour

Each Tablet contains 5 mg. of Dexedrine® (brand of dextroamphetamine sulfate) and ½ gr. of amobarbital, derivative of barbituric acid [Warning, may be habit forming]. Each **Spansule®** sustained release capsule No. 1 contains 10 mg. of Dexedrine (brand of dextroamphetamine sulfate) and 1 gr. of amobarbital [Warning, may be habit forming]. Each 'Spansule' capsule No. 2 contains 15 mg. of Dexedrine (brand of dextroamphetamine sulfate) and 1½ gr. of amobarbital [Warning, may be habit forming]. The active ingredients of the 'Spansule' capsule are so prepared that a therapeutic dose is released promptly and the remaining medication, released gradually and without interruption, sustains the effect for 10 to 12 hours.

INDICATIONS: (1) For mood elevation in depressive states; (2) for control of appetite in overweight.

USUAL DOSAGES: One 'Dexamyl' Tablet 2 or 3 times daily—in depressive states, at mealtimes; in overweight, 30 to 60 minutes before meals. One 'Dexamyl' *Spansule* capsule taken in the morning for 10- to 12-hour effect.

SIDE EFFECTS: Insomnia, excitability and increased motor activity are infrequent and ordinarily mild.

CAUTIONS: Use with caution in patients hypersensitive to sympathomimetics or barbiturates and in coronary or cardiovascular disease or severe hypertension. Excessive use of the amphetamines by unstable individuals may result in a psychological dependence; in these rare instances withdrawal of medication is recommended. It is generally recognized that in pregnant patients all medications should be used cautiously, especially in the first trimester.

SUPPLIED: Tablets, in bottles of 100; 'Spansule' capsules No. 1 (1 dot on capsule) and No. 2 (2 dots on capsule), in bottles of 50.

Prescribing information Jan. 1963

SK&F *Smith Kline & French Laboratories*

HAMPDEN CAPSULES

Dr. Walter J. J. Nero's report on Blue Shield, originally published in the April issue of the Hippocrat, is to be reprinted in the State Blue Shield publication.

Dr. Robert A. Grugan was appointed alternate to the Public Relations Councilor.

Dr. Karel J. Susat was appointed alternate to the Legislative Councilor.

A testimonial dinner was given on June 24 at the Federal Hill Club to Dr. Lawrence H. Doolittle on the occasion of his retirement from the practice of medicine.

Dr. John P. Sullivan was appointed for one year as Advisor to the Medical Assistants Association of Hampden District.

Removal of Office:

To 130 Maple St., Springfield
Field C. Leonard, M.D.

To 780 Chestnut St., Springfield
Paul G. Sanderson, M.D.
David E. Booker, M.D.
Irwin R. Pahl, M.D.

Diabetes Detection Week Nov. 15-21

Community Health Week Oct. 18-24

Public Health Chairman Dr. Booker attended a Vaccination Assistance Program on July 30.

Meetings at Headquarters

Diabetes sub-committee
By-laws Committee
Pre-council
Executive Committee
Mental Health
Medico-Religious

The new telephone number of the Springfield Health Department is 781-0200.

The old number was RE 9-2536 which now belongs to a commercial company. This company complains that many doctors continue to call the old Health Department number.

Dr. Robert N. LaMarche, Chairman of the Public Relations Committee, and Mrs. Vivian Purdy, Executive Secretary, H.D.M.S. attended the Institute on August 18, 1964.

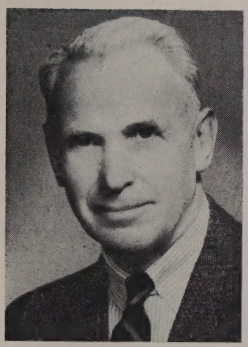
Compliments
Edward F. O'Donnell
FUNERAL HOME
Springfield

Back Supports Expertly Fitted
at
FOOTIT SURGICAL SUPPLIES
522 Sumner Ave. (At the X)
733-7843

CARROLL TRAVEL BUREAU
INC.
Johnson's Bookstore Building
1383 Main St. — Springfield, Mass.
RE 9-7391
A Complete Experienced Travel Service

FLITTNER DRUG CORP.
228 Eastern Avenue
SPRINGFIELD, MASS.
RE 4-1765
Open All Day Sunday

President's Page



Any group of people motivated by common goals and purposes must have an effective organization to help in the achievement of these goals and purposes.

Our profession is fortunate in having such an organization at its disposal. It is the AMA. This is a truly democratic society comprising all the state medical societies which in turn are made up of the more than 1900 County or District societies in the United States.

The functions and accomplishments of the AMA are described elsewhere in this issue. Anyone who still finds it difficult to appreciate the meaning and importance of the AMA need only imagine what our professional life would be like without the benefits of organized medicine as represented by our District, State, and National Societies.

Although AMA membership is not mandatory in our midst, nevertheless 76% of our members voluntarily belong to our national organization. This compares favorably with the national average of 73%. It reflects poignantly the high regard in which the AMA is held by our membership.

We may rest assured that the AMA during the coming year will flourish under the able guidance of its president, Dr. Norman A. Welch, a product of our own State Society. He is forceful, friendly, capable, and well informed. Both Dr. Welch and the AMA are well deserving of our whole-hearted support and cooperation.

Theodore R. Miner, M.D.

PRESIDENT WELCH

Norman A. Welch, M.D., whose portrait appears on the cover of this issue, was installed as the 118th president of the A.M.A. during its Annual Convention in San Francisco, June 21-25.

Dr. Welch, an internist, is a Bay Stater from the word go. Born in Brockton in 1902 he graduated from Tufts Medical College in 1926. He was an instructor in medicine at B.U. School of Medicine; Clinical Professor of Medicine at Tufts Medical College; and physician-in-chief at Carney Hospital, Boston. He is now a consultant to several hospitals in the Boston area.

He has been president of the Massachusetts Medical Service (Blue Shield) since 1950 and was chairman of the National Blue Shield Commission, 1955-58. He has always been active in the affairs of organized medicine and at the present time is Assistant Treasurer of the MMS.

He has been a member and chairman of the Massachusetts Approving Authority for Nurses and Attendant Nurses Training Schools, and a past president of the Council of the New England Medical Societies. First named a delegate to the AMA in 1951, Dr. Welch subsequently became vice-speaker and then speaker of the House of Delegates for four years before he was named president-elect a year ago.

Patronize our advertisers and remember to mention the Hippocrat.

WRITE YOUR CONGRESSMEN!

The King-Anderson Bill has passed the U.S. Senate and, at this writing, is in the hands of the House Rules Committee. The outcome may well depend on how well we heed President Miner's recent message to urge our congressmen to defeat the K-A Bill. Here's how and where to write:

1. Be brief;
2. Be friendly and courteous;
3. Be straightforward and sincere, giving your own ideas in your own words and not following a form letter;
4. Do not use carbon copies; rather, write each personally and individually;
5. Sign your letter legibly and always include your address.

Below is a listing of your elected representatives, the districts they represent, and where they may be reached.

U. S. Congressmen

First District - Silvio O. Conte (R), House Office Building, Washington, D. C.

Second District - Edward P. Boland (D), House Office Building, Washington, D. C.

PATRONIZE OUR ADVERTISERS

COMPLIMENTS

T. P. Sampson Co.

Springfield

POLIO IMMUNIZATION PROGRAM

FINAL REPORT

In the spring of 1963 the Public Health Committee was advised by the Executive Committee to start work on a polio program, inasmuch as if the Society did not do so it would lose its one opportunity to perform vast public service. The Public Health Committee voted unanimously to proceed with the program, and this was reported to the Society at the September meeting. A search for a qualified program director was begun. It did not seem possible to implement a program before summer, when by a rapid turn of events the State Department of Public Health offered a near full-time coordinator and also trivalent oral vaccine. We already had a public relations man hired, so that with the procurement of a secretary, some office furniture and equipment, and a phone, we were ready to start.

It is worth noting that our estimated cost for conducting three univalent

Manning a Polio Station

Sitting: Dorothy Diminutto, President of Medical Assistants, and Janet C. Ayres, (Dr. Ayres' daughter). Standing: Mrs. Vivian M. Purdy, Executive Secretary of H.D.M.S.

clinics for 150,000 people was set at $15,000 for the vaccine and $6,000 for incidentals. The trivalent vaccine cost was approximately $90,000 for two clincis plus the same incidentals which, as it turned out, would have resulted in a deficit to the Society of $70,000.

The coordinator was able to cover much ground through the network of town health offices. She was able to obtain printed material from the federal and state governments, and she was able to draw on the experience of the State Public Health Department in conducting large clinics. Our public relations director gave us much help through his knowledge and experience. These two people did for the Society what the Society could never have accomplished by itself. Even so a tremendous amount of effort on the part of many people went into the implementation of this program. The Polio Committee met almost every Wednesday from January through June. Close and frequent communication was necessary with the Board of Health of each of the 23 participating communities in the District, and also with the State Health Department's Regional office in Amherst. It was through this regional office that the cooperation of local Boards of Health was obtained, clinic locations arranged, and nursing staffs for the clinics, enlisted.

To publicize and to conduct the program 6 or 7 tons of material went through the polio office in the six months of its operation. This material in-

COMING EVENTS

HAMPDEN DISTRICT MEETING, SEPT. 22, 1964 (See page 15)

EXECUTIVE COMMITTEE MEETING, SEPTEMBBR 15 and OCTOBER 20

COMMUNITY HEALTH WEEK, OCTOBER 18 - 24 (See page 24)

M.M.S. COUNCIL MEETING, OCTOBER 14, 1964

MASS. CHAPTER, AMERICAN ACADEMY OF GENERAL PRACTICE, BOSTON, SEPT. 19 and 20

ACADEMY MEETING, OCTOBER 13, 1964

A.M.A. CLINICAL MEETING, MIAMI BEACH, NOVEMBER 29 - DECEMBER 2
CONN. CLINICAL CONGRESS, NEW HAVEN, SEPT. 25

A.M.A. NAT'L. CONGRESS on MENTAL ILLNESS and HEALTH, CHICAGO, NOV. 5 - 7, 1964

cluded 10,000 posters, 6,000 window streamers, 320,000 flyers for school children, 1,200 clinic signs, some 900,000 forms, 300,000 paper cups, etc. All required packaging, labeling and delivery. The program coordinator alone - between deliveries to communities and periodic trips to Boston - covered more than 6,000 miles.

The program itself consisted of two "Polio Sundays", the first of which was held on April 5th. This was reported in detail in the May issue of the Hippocrat. Briefly, 120,188 "drinks" of trivalent polio vaccine were administered on that day at 41 clinics in 23 different communities in the area. The second "Polio Sunday" was held on June 7th. This time 120,966 drinks were administered, or about 800 more than on April 5th.

Center for the entire operation was the Springfield Civil Defense Control office. Two Civil Defense Sectors, with headquarters in Blandford and Wilbraham, served as supply areas, for West and East of Springfield, respectively. To keep in touch, the Civil Defense radio network was used.

In the opinion of the Massachusetts Department of Public Health the polio program was a huge success (Page 10). While it is true that the HDMS initiated, organized, and supervised the program, it is equally true that its success could never have been achieved without the wholehearted cooperation of the following:

Massachusetts Department of Public Health, which provided a program coordinator, vaccine, education materials, etc.
Local Boards of Health, which provided clinic centers and nursing staffs.
Volunteer physicians, druggists, and nurses
Newspapers, radio, and T-V stations
Members of the Auxiliary to HDMS
Members of the Hampden District Association of Medical Assistants
Women volunteers
Boy Scouts
Civil Defense personnel
National Foundation
Members of the Cosmetologists Association
Auxiliary and regular police

On the two Polio Sundays a combined total of almost 1,500 persons worked to staff and to supply a total of 83 clinics.

It is debatable whether a medical society is capable of doing mass public health work without professional leadership. On the other hand the society by its sponsorship, leadership and cooperation was of inestimable value to the Public Health Department.

Norman A. Pokorny, M.D.
Chairman, Polio Committee

IN PRAISE OF THE POLIO PROGRAM

From a letter to President Miner:

"One of the most gratifying reports I have ever had the pleasure to receive as Commissioner was that outlining the Hampden District Medical Society's recently completed Oral Polio Immunization Program. This Department is happy that it can share in this success by virtue of having provided a program coordinator, vaccine, education materials, and other assistance. As you know, such close cooperation and decisive action among a local medical society, the State Health Department, its regional office, and local boards of health is unique for Massachusetts. A great public service has been done to the twenty-three communities who participated in the program."

Alfred L. Frechette, M.D.
Commissioner, Mass.
Dept. of Public Health

From a letter to Chairman Pokorny:

"As Director of the Vaccination Assistance Program which contributed to the Hampden District Medical Society's Oral Polio Immunization Program, I wish to congratulate the Society on the program's success and on a great public service to the Hampden District population. The Society's Executive Secretary, Public Relations Coordinator and the Program Secretary are also to be congratulated. A program of this nature was not accomplished without long hours of work. Congratulations also are due to those agencies who assisted you in the program — in particular — the Society's Woman's Auxiliary, the Druggists' Association, Civil Defense, Auxiliary Police, the Medical and Cosmetologists Associations, the Boy Scouts, and the National Foundation."

Leon Sternfeld, M.D., Director
Division of Local Health Services,
Mass. Dept. of Public Health

BEAULIEU CHEVROLET, INC.
707 STATE STREET — SPRINGFIELD, MASS.
Tel. 732-2331
Chevrolet **Chevelle** **Chevy II**
Corvair **Corvette**

REPORT OF THE ANNUAL MEETING OF THE A.M.A.'s HOUSE OF DELEGATES

The 113th Annual Convention of the AMA, held in San Francisco June 21 to June 25, 1964, was of particular interest to the Massachusetts Delegates since it included the inauguration of its native son, Dr. Norman A. Welch, Belmont, as the 118th President of the A.M.A. The MMS held a reception for the new President and his family on Wednesday evening. The receiving line included also Dr. James M. Baty, President of the MMS, and Dr. Claude E. Welch, its President-elect. It was a gala occasion.

The House of Delegates acted on more than sixty resolutions and reports, all of which were well covered in the July 6 issue of the AMA News. One of the highlights was a much more firm stand on the hazards of smoking emphasizing that the AMA "does recognize a significant relationship between cigaret smoking and the incidence of lung cancer and certain other diseases." The AMA plans to continue its research in this area. The House also declared itself "unalterably opposed to the denial of membership privileges and responsibilities in County Medical Societies and State Medical Societies to any duly licensed physician because of race, color, religion, ethic affiliation, or national origin." These two issues provided lively debate before the various Reference Committees.

On the floor of the House, there was considerable discussion and parliamentary juggling in reference to a proposed increase in AMA dues. This proposal came from Doctor Annis, the retiring President, who suggested that money thus raised would be used for improving communications between AMA headquarters and State Medical Societies. He recommended that the dues be increased stepwise from $45 to $65 to $85 to $100 over the next two and a half years. The Delegates were not at all happy with this proposal and the subject was referred to the Board of Trustees for further consideration.

During one of the sessions it was announced that U.S. Representative Cecil King had decided not to call up the King-Anderson Bill for a Committee vote because he knew he did

Anything on your mind? Share it with the Hippocrat.

Old STORROWTON TAVERN
Old-Fashioned Food, Drink and Lodging
Open Every Day
West Springfield, Mass.
Exit 4, Mass. Turnpike

COMPLIMENTS
Henderson Funeral Home
SPRINGFIELD

SARATOGA DRUG COMPANY
690 Main Street
REGISTERED PHARMACISTS
Myron R. Kligerman Albert C. Kalmbach

not have enough votes to support it and did not wish to get an adverse vote. This announcement was received with great applause.

A resolution urging a national poll of AMA members concerning Social Security for physicians, was rejected. This, despite the fact that the Massachusetts Delegates supported the resolution. It should be noted that this matter is now before the U.S. Congress and will undoubtedly be voted upon before too long.

All the Delegates and Alternates from the MMS were in attendance. Doctor Wallwork served as the Chairman of a Reference Committee. Doctor Eversole served on a Reference Committee, and Doctor Hayes worked with the continuing Gundersen Committee which is studying the structure of the House of Delegates.

The main theme of the meeting, however, was "Unity in Medicine" which incidentally was also the title of President Welch's inaugural address (JA MA July 20, 1964). He appealed to all the general practitioners, specialists, medical educators, and those in administrative medicine and in government service to support the only organization that " . . . . represents all of us, acts for all of us, serves us, and asks that each of us, no matter what his specialty, take part in its activities." That organization, of course, is the American Medical Association.

In presenting this report, which is necessarily brief, it gives me an opportunity to remind the Hampden membership of two very important points. First, your Delegates urge each and every one of you to make your wishes and opinions known to them. The second point is a plea for attendance at meetings of the AMA where you can see the House of Delegates at work, speak before Reference Committees, and enter into the activities of this great and democratic organization.

Donald R. Hayes, M.D.
Delegate to A.M.A.

Tenuate Dospan
(diethylpropion hydrochloride)
THE WM. S. MERRELL COMPANY
Merrell Division of Richardson-Merrell Inc.
Cincinnati, Ohio / Weston, Ontario

Curran-Jones
FUNERAL HOME
WEST SPRINGFIELD

Distinctive Dining
At
Springfield's Student Prince and Fort Restaurant
6 Fort St. - ST 8-6628 - Springfield

Drugs — Surgical Supports
Harris Pharmacy
Opposite Sheraton-Kimball Hotel

Absorbine Jr.

IN MEMORIAM

J. PERRY GRAHAM, M. D.

Dr. J. Perry Graham of 306 Union St., Springfield, died at his home on June 17, 1964.

Born in Middleton, Vt., on Dec. 23, 1879, he was educated in the Granville, N. Y. schools and graduated from Tufts Medical College in 1909. After interning at the Springfield Hospital from 1909 to 1910, Dr. Graham entered private practice in Springfield, remaining there ever since.

Dr. Graham served on the medical staff of the Springfield Hospital since 1910. At the time of his death he was a consultant in the department of medicine. He was a member of the A.M.A., the M.M.S., the H.D.M.S., and the Springfield Academy of Medicine. Dr. Graham served in the U.S. Army Medical Corps during World War I.

Deepest sympathy is hereby extended to the surviving members of his family and to his many friends and associates.

LOUISE M. LEVERONE, M. D.

Dr. Louise M. Leverone of 31 Arlington Rd., Longmeadow, died at the Springfield Hospital on July 17, 1964.

Born in Keene, N. H. on March 14, 1884, Dr. Leverone graduated from Boston University and received her doctorate in medicine from the College of Physicians and Surgeons at Boston. She also took two years of post-graduate work at the Mt. Sinai Hospital in New York. Starting her medical career in Boston, she came to Springfield. She retired in 1947 for health reasons. Dr. Leverone was a most energetic and dedicated person as manifested by her world-wide travels, and her activities in various health-education activities.

Dr. Leverone was a member of the A.M.A., the M.M.S., H.D.M.S., and the Springfield Academy of Medicine.

Deepest sympathy is hereby extended to her family, friends, and associates.

OUR GUEST SPEAKER

Our guest speaker at the September 22 meeting (page 15) is Dr. James Marvin Baty, President of the Massachusetts Medical Society.

Dr. Baty was born in Birmingham, Alabama, but sounds like a real born-and-bred Bostonian.

A Phi Beta Kappa man, he received his M.D. degree from Harvard Medical School in 1925. He is at present Professor of Pediatrics at Tufts Medical School. He is certified by the American Board of Pediatrics and has written many articles in his specialty. He is a member of the New England Pediatrics Society, American Academy of Pediatrics, American Pediatric Society, and American Society of Research in Psychosomatic Problems.

Dr. Baty has been very active in organized medicine. In addition to his present role of President of the Massachusetts Medical Society, he is Vice-Chairman of the A.M.A.'s section on Pediatrics and also a member of the A.M.A.'s Committee on Maternal and Child Care.

Dr. Baty's "Message to Hampden", which appeared in the June issue of the Hippocrat, drew much praise from many quarters. His address at our next meeting should prove timely, practical, and inspiring. M.

"Everything from a pin to a safe"

BROADWAY OFFICE SUPPLY COMPANY, Inc.

161 BRIDGE STREET, SPRINGFIELD, MASS.

TELEPHONE RE 3-3129

THE VERY BEST SERVICE IN —

CADILLAC AMBULANCES

TEL. 781-3781

GOLD CROSS

AMBULANCE & OXYGEN SERVICE

MEMBERS:

MASSACHUSETTS AMBULANCE ASSOCIATION
EASTERN AMBULANCE ASSOCIATION
AMBULANCE ASSOCIATION OF AMERICA

The Next Meeting of The Hampden District Medical Society

TIME: **Tuesday, September 22**
Business Meeting 6 p.m.
Dinner (Courtesy of Society)
7 p.m.

PLACE: **Shaker Farms Country Club**
Westfield, Mass.

SPEAKER: **JAMES MARVIN BATY, M.D.**
President
Massachusetts Medical Society

YOUR PRESENCE IS URGENTLY REQUESTED

Harry N. Memery,
Secretary

Why Medical Organizations? (continued from Page 2)

sentatives of specialty sections, is made up of 216 members and meets twice annually to formulate the AMA's broad policies and programs.

The Board of Trustees is made up of 9 members, elected by the House, to implement its policies. An executive vice-president is the chief administrative officer who carries on the daily activities of the AMA. A staff of 700 people in Chicago, plus a small staff in Washington carry on the work of the AMA.

The functions of the AMA are numerous. The postgraduate study of medicine is fostered by it in a number of ways. First there are the two ANNUAL MEETINGS featuring hundreds of lectures, exhibits, films, television programs and other demonstrations. Next, a number of publications, including the *JAMA,* the most widely circulated medical journal in the world, and ten monthly specialty journals are published by the AMA. In addition, it publishes biweekly the AMA NEWS, featuring socio-economic problems, legal medicine and political news. And finally, the AMA publishes "Today's Health" for the lay public.

Various councils and committees of the AMA deal with a variety of problems. To insure the availability of good medical care to all who need it, regardless of ability to pay, the AMA must concern itself with a variety of non-medical subjects. The Economic Research Council studies economic problems. The Department of Investigation wages war on medical quackery. The AMA supports beneficial medical legislation, and opposes legislation that would lower the quality of medical care.

Academy of General Practice

Next in size to the AMA is the American Academy of General Practice. Organized in 1927, it has over 27,000 members and publishes a monthly magazine "The GP". The Academy requires its members to do a specific amount of postgraduate work annually, thus raising the standards of medical practice. It is felt that 85% of human illness can be cared for by a competent general practitioner and that the greater reliance on the family physician is the soundest approach to bringing down the cost of medical care.

The medical student need not wait until graduation day to participate in medical organizations. In December 1950 the Student American Medical Association was organized and now has over 60,000 members in 76 medical schools

Landen-True
1390 MAIN STREET — SPRINGFIELD
TEL. 734-5658
"Quality Jewelers for 102 Years"

and hundreds of hospitals. Except for the Executive Director and his Staff, all officers, members of the House of Delegates and Committees of this organization are made up of medical students, interns, and residents. The SAMA is an autonomous organization and operates independently of any other medical society.

WMA and WHO

Fifty-six national medical associations joined to form the World Medical Association on September 10, 1947 at a meeting in Paris. The society was organized to bring about a close liaison among the doctors of the world, to act as a center of information to discuss international medical problems, and to improve international relations. The governing body is the General Assembly and is made up of 2 voting delegates from each association, regardless of size. This society maintains a close relationship with the World Health Organization and the International Committee of the Red Cross. Medical education has been one of its most important concerns. It publishes "World Medical Periodicals" and a bimonthly trilingual publication, "World Medical Journal".

The World Health Organization came into being in July 1948 with the objective of "the attainment by all peoples of the highest possible level of health". Its chief concern at present is world wide control of preventable disease and expansion of research. Members are made up of 105 independent governments. The governing body is the World Health Assembly which meets annually in Geneva. Delegates are usually the Ministers of Health of each country. The Surgeon General of the Public Health Service generally heads the US delegation which includes other health officials and an AMA official. WHO provides assistance to governments and conducts international seminars on health matters. It publishes "The International Pharmacopea" and makes recommendations to governments concerning generic names for drugs. It published the "International Statistical Classification of Disease, Injuries and Causes of Death". In 1952 The International Sanitary Regulations were adopted to govern national action in quarantine against smallpox, cholera, plague, yellow fever, typhus, and relapsing fever.

Tillman

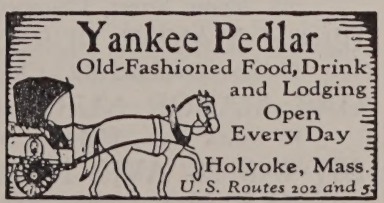
COMPLIMENTS

Ernest A. Byron

SPRINGFIELD

KING'S PHARMACY
Standish B. King, Reg. Pharmacist
Ethel K. King, Manager
Two stores (1—117 Main St., LY 2-1651, Chicopee Falls, Mass. 2—White and Sumner Ave., RE 2-0082, Springfield, Mass.)

For Information or Reservations for your Business or Pleasure trip contact:
WEIDNER TRAVEL BUREAU, Inc.
83 State Street — Springfield, Mass.
Tel. 781-0550



MORE EXCERPTS
from Dr. Bryan's Article (Page 2)

Medical Societies and Democracy

But actually the structure and processes of organizing medicine, especially at the county level, are as democratic as any of the other guilds. Laymen who devote their lives to medical society administration will testify — I think, to a man — that any doctor who demonstrates a sincere desire to carry his share of the work load in almost any county society, (provided, of course, he has some talent for team play) is pretty certain to find himself part of that oft-abused "clique." What's more, he's likely to find a tour of duty in the complex operations of organized medicine one of the most challenging and broadening experiences of his professional lifetime.

Some Interesting Questions:

Who would have guided your medical educational system out of the quagmire of 1910?

Who would have created the Blue Shield mechanism and saved medicine from universal compulsory health insurance?

Who would have kept the function of preventive health care largely in the hands of private physicians?

Who would have protected the ethical-non-advertising physician and his patient against the unprincipled competition of the cultist and the quack in this age of advertising ballyhoo?

Who would have shielded the clinical researcher against the emotional advocates of antivivisectionism?

Who would have created and nurtured the vast complex of self-regulatory bodies — the specialty boards,

LAND, SEA AND AIR TRAVEL
INFORMATION, RESERVATIONS, TICKETS
PENN TRAVEL AGENCY
70 Chestnut Street, Springfield
(Sheraton Motor Inn)
RE 6-3454
FREE PARKING

HAFEY'S
FUNERAL SERVICE
494 Belmont Avenue
Springfield, Mass.

CHESTER'S DRUG STORE
MEDICAL CENTER
305 Appleton St., Corner Maple
HOLYOKE, MASS.

PINE MANOR NURSING HOME,
1190 Liberty Street, Springfield, Mass. ST 1-0831
ELMS MANOR NURSING HOME, INC.
269 Moore Street, Chicopee, Mass. LY 2-7736 — LY 2-7737
BIRCH MANOR NURSING HOME, INC.,
44 New Lombard Rd., Chicopee Falls, Mass. LY 2-7738 — LY 2-7739
OAK MANOR NURSING HOME,
19 Quirk Ave., Holyoke, Mass. JE 2-1415 — JE 2-1416
ST. JAMES AVE. NURSING HOME,
890 St. James Avenue, Springfield, Mass. RE 6-0103

the accreditation board for hospitals, the medical society disciplinary and mediation committees, etc. — through which medicine has raised the standards of its own performance far above the elementary levels established by state medical practice laws?

Beyond all of these vital services, organized medicine — with its base in the county society — is also rendering some pretty tangible bread-and-butter services for you.

. . . .

What You Can Do . . .

Every member can improve the quality of his membership. Paying one's dues is only the beginning of being a member: it qualifies you to act like a member. Next step is to attend meetings, not just when you have nothing else to do, and certainly not for entertainment.

Another contribution you can make — to yourself as well as the society — is to learn what your society is doing, or trying to do. What are the programs in which it wants you to take part? Then the next thing to do is participate.

Beyond participating — which implies a spirit of conformity — the medical society offers every doctor a too-seldom realized opportunity for dissent, for the expression of the contrary view.

. . . . .

More True Than Trite

Some truisms are more true than trite. And the best example of such a truism, is the proposition that you will get about as much out of your society as you put into it — and in all probability a great deal more!

POMEROY—WILLIAMS CO.
120 Maple Street, — Springfield, Mass.
Phone RE 3-3217
SURGICAL APPLIANCES

Luncheons - Dinners - Cocktails
WILLOW GLEN HOUSE
East Longmeadow, Mass.
232 North Main St. - Tel. 525-2167

Compliments
GEORGE B. TAZZINI & SON
Funeral Home
Springfield, Mass.

THE MEDICAL CREDITS DIVISION

Administered by an Operating Council comprised of Physicians, Dentists and Hospital representatives who are elected annually. Furnishes educational and professional assistance to its members in safe credit and collection procedures. Provides pre-collection aids and offers where required, an ethical, dignified, and efficient collection service.

For further information please telephone RE 6-4511, Ext. 46, Medical Credits Division, Credit Bureau, Inc. of Greater Springfield.

A.M.A. ASKS END TO DISCRIMINATION

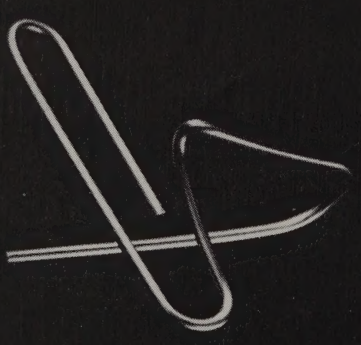
The following statement was adopted without dissent by the 228 delegates of the A.M.A. at its recent Annual Meeting in San Francisco:

"Whereas, there is no basis for the denial to any human being of equal rights, privileges and responsibilities commensurate with his or her individual capabilities and ethical character, regardless of race, color, religion, ethnic affiliation, or national origin; therefore be it

"Resolved, that this House of Delegates of the American Medical Association is unalterably opposed to the denial of membership, privileges and responsibilities in county medical societies and state medical associations to any duly licensed physician because of race, color, religion, ethnic affiliation, or national origin, and be it further

"Resolved, that this House of Delegates of the American Medical Association calls upon all state medical associations, all component societies, and all individual members of the American Medical Association to exert every effort to end every instance in which equal rights, privileges or responsibilities are denied."

takes the edge off daytime anxiety and tension



Amytal is a moderately long-acting barbiturate that takes the edge off daytime anxiety and tension without significant change in mood and attitude. Since Amytal is metabolized in the liver within twenty-eight hours after administration, overlapping of effect is minimized, and renal damage does not constitute an absolute contraindication.

Side-Effects: Idiosyncrasy or allergic reactions to the barbiturates may occur. *Precautions and Contraindications:* Amytal should be used with caution in patients with decreased liver function, since a prolongation of effect may occur. Administration in the presence of uncontrolled pain may produce excitement. Warning —May be habit-forming.

Dosage: Doses should be individualized for each patient. The usual adult sedative dosage ranges from 30 mg. (1/2 grain) to 50 mg. (3/4 grain) two or three times daily.

Additional information available upon request. Eli Lilly and Company, Indianapolis 6, Indiana.

AMYTAL® Lilly
AMOBARBITAL
400804

GOLF CAPSULES

The 30th Annual Mercy-Springfield Hospital Golf Tournament took place on June 17, 1964 at the Longmeadow Country Club. After a social hour and a delicious steak dinner the following awards were made:

Tournament Cup: Mercy Hospital

Class A: Low Gross - Dr. Albert C. Rock, Jr.;
Low Net - Dr. Louis G. Spelios.

Class B: Low Gross - Dr. Edward I. Kraus;
Low Net - Dr. Harry G. Tapp.

Class C: Low Gross - Dr. Robert A. Grugan;
Low Net - Dr. Theodore E. Hoffman.

Kicker's Handicap - Dr. Millman

Following the awards Dr. Harry Roberts, who was Chairman of Committee on Arrangements, announced that the Second Annual HDMS Golf Tournament will be held at the Crestview Country Club, September 9, 1964.

A Complete description of the 2nd Annual HDMS Golf Tournament will appear in the next issue of the Hippocrat.

Compliments of

HANNIGAN-FITZGERALD FUNERAL HOME, Inc.
656 State Street Springfield, Mass.

MEDICAL MANAGEMENT
99 Amostown Rd. West Springfield, Mass.
REpublic 6-2584
Modern Electronic Billing & Related Business Services for Medical Men

CROTTY DRUG STORE
Elm Street — Westfield, Mass.
LOgan 2 2644
Over Half a Century
Serving Westfield People

baby the
infant's skin
with

PANTHODERM®
CREAM

relieves itch and pain, promotes healing, guards against irritation and chafing

in DIAPER RASH
EXCORIATED BUTTOCKS
HEAT RASH
INTERTRIGO

in 2 oz.
and 1 lb. jars;
1 oz. tubes.

Highly effective . . . often when other therapy fails . . . Panthoderm Cream treats the infant's skin with "tender, loving care." Clinically it has shown evidence of an antipruritic effect and epithelizing stimulation in a variety of skin conditions . . . including diaper rash, intertrigo, eczemas, pruritus, wounds, minor burns, external ulcers, dermatoses. Sensitization is rare.

Dainty as a fine cosmetic, Panthoderm Cream provides 2% pantothenylol in a clean, snow-white, water-miscible base.

u. s. vitamin & pharmaceutical corp.
800 Second Avenue, New York 17, N. Y.

CORRESPONDENCE

Blood and Blood Products

Dear Hippocrat:

Modern medical science needs blood.

The highly regarded volunteer type of blood program as carried on by the American Red Cross is made possible by the participation of many individuals. By giving dollars to the Red Cross, residents of the area finance the program. By giving of their time and skills, scores of volunteers make the blood drawings run smoothly and successfully. By exercising their professional knowledge, doctors and hospitals join in delivering blood to patients whose recovery may depend on the life-saving properties of blood.

Hampden County hospitals were furnished 10,614 units of blood through the American Red Cross during the past fiscal year. Springfield ARC chapter provided 5406 pints of blood, distributed as follows: Springfield Hospital, 2101 pints; Wesson Memorial, 1335; Mercy 1075; Wesson Maternity, 639 and Ludlow, 256. Holyoke Chapter provided 2519 units, with 1092 pints going to Holyoke Hospital, 1076 to Providence Hospital and 351 to the Soldiers' Home. Palmer ARC furnished 414 units of blood to Wing Memorial Hospital, Ware Chapter sent 281 to Mary Lane, Chicopee Chapter provided 513 for Westover AFB Hospital and Westfield Chapter sent 664 pints to Noble Hospital and 817 to Western Massachusetts Hospital. Red Cross also furnished 59 units of serum albumin for Hampden County hosiptals.

Research being carried on by the ARC is finding and providing new uses for blood and its various derivatives. Progress is being made in a process of quick freezing whole blood so that it will keep indefinitely instead of only for 21 days. Fibrinogen has been made available to combat persistent massive hemorrhage and can be obtained locally at the Wesson Maternity Hospital. Gamma globulin, which is made from outdated blood or blood otherwise unsuited for transfusions, is available free of charge for the prevention of measles and infectious hepatitis through the State and local health departments. Hampden County received more than 8,000 ml. last year. Vaccinia (VIG) immune globulin has been made available to combat side-effects of anti-smallpox vaccination. These are only a few of the new uses of blood and its products that research by the ARC has made available.

Progress is also being made in the development by the ARC Blood Program of a national network of files containing donors of rare blood types. Such a registry already in existence in the Western Division Research Laboratory contains more than 10,000 automated punch cards with each brok-

PERRENES UNIFORMS LTD.
36 Maple Street — Springfield, Mass.
PROFESSIONAL UNIFORMS FOR ALL — MEDICAL PROFESSION - MEN AND WOMEN
BARCO, PAUL JONES, FLORENCE NIGHTINGALE, TIFFANY, PURITAN MAKES
CONSULTATION, AND LAB COATS, JACKETS & CAPS
YOU PARK, WE PAY

en down to specific blood types and at least 29 other factors in blood components. Such an expanded registry on a nationwide basis can satisfy the needs of any or most all patients with the most complex compatabilities.

After all is said and done, blood from human donors is a "sine qua non" if the types of services mentioned above, and some still yet unknown, can be continued at what appears to be an ever-expanding demand. One effective means of gaining more donors is through expansion of personal contacts, for it is the person who is "sold" on the program who can best sell others. Hence, our appeal to the medical profession: "Help us to help you and your patients."

Franklin F. Gates, Executive Director
Springfield Chapter, Am. Red Cross

Junior Workshop

Dear Hippocrat:

The Junior Workshop of the Springfield Day Nursery is a day-care program for physically handicapped children. It began in 1955 as a demonstration project of the Junior League of Springfield. This past year it merged with the Springfield Day Nursery which is supported through the public's contributions to the annual United Fund drive.

The Junior Workshop is an educational day-care program for physically handicapped children, ages three through seven, who have the potential mental ability required for entrance into a regular class in public school. Therapy is not provided although close contact is maintained with the children's doctors and clinic. To date children have been accepted with one or a combination of the following handicaps: cerebral palsy, various neurological and birth defects, post polio, cardiac, visual problems, and speech and hearing defects.

The school has the use of two large, well-equipped rooms located in Faith Church at 52 Sumner Avenue, Springfield. There are two teachers with trained volunteer help under the Executive Director and the Board of Managers of the Springfield Day Nursery. All children are required to have a psychological test, a physical examination, a vaccination, and an interview with the Director before admittance.

For further information contact the Springfield Day Nursery, 103 William Street, Springfield, RE 3-0212.

James D. Fisher, M.D.

D-RASH

A FORMULATION THAT PROVIDES ALL NIGHT PROTECTION AS IT PROMOTES HEALING IN THE MANAGEMENT OF

DIAPER RASH

D-RASH is a soothing well balanced product containing Peruvian Balsam, Cod Liver Oil, and Zinc Oxide properly compounded with Beeswax, Talc, Lanolin and Caster Oil in a suitable non-irritating base.

Available At All Drug Outlets
MERIT PHARMACAL CO. — SOMERS, CONN.

COMMUNITY HEALTH WEEK

Dear Hippocrat:

The second annual *Community Health Week,* sponsored by the American Medical Association, will be observed October 18-24, 1964. This has been planned to attract public attention to the medical and health facilities existing in all communities.

All communications media, particularly radio, television, and newspapers, will encourage recognition of the achievements of medicine and public health during the past few decades, as well as point up the need for local responsibility for the development of community health facilities. We hope you will call the attention of your readership to the importance of Community Health Week and its objectives by appropriate announcement or editorial comment.

The factors contributing to more healthful living include, among others, the development of modern hospitals, the expansion of public health facilities, the growth of health insurance programs, public awareness of good health practices, regular counseling with a family physician, the use of available immunizations, the avoidance of quacks and charlatans, and the recognition of the inadequacies of self-diagnosis and self medication.

In addition, you may wish to emphasize the need to take stock of our present health assets and our responsibility to make certain that the high standards of health protection and service we enjoy today will be adequate for the needs that will arise in the future.

F. J. L. Blasingame, M.D.,
Executive Vice President, AMA

"MEDICAL DIVISION"

Dear Hippocrat:

The annual joint United Fund-Red Cross campaigns are here again. As physicians, it seems to me that we have an opportunity to manifest our belief in the tradition of our profession to help others and the tradition of citizens of the United States to help our less fortunate brothers.

Many of us are aware of the fact that the dollar value for free care rendered by doctors in the United States is over $3500.00 annually for each practicing physician. On the other hand, our annual incomes as physicians come from residents of our different communities and it is fitting that a percentage of earnings so derived should be returned to the community. The more accomplished locally by this great combination of charities, the stronger our community will be in meeting human needs of many types. Our dollars used for these purposes at our local cities and towns are not shrunken by the 23% cost of bureaucracy observed in a study by Senator Byrd when he followed the tax dollar from the individual citizen to Washington with later return in the form of some type of federal grant to the locality of origin.

This year we should all attempt to manifest our interest early and to such a degree as to insure community respect for "Medical Division".

John W. Turner, M.D.

TOBER FOREIGN MOTORS, INC.
676 Belmont Avenue
VOLVO - SAAB
STUDEBAKER
RE 3-2141 — Open Evenings

SPRINGFIELD ACADEMY OF MEDICINE
PROGRAM FOR 1964-1965

1964		
September 8		**Hospital Clinic**
Oliver Cope, M.D. Prof. Surgery & Vis. Surgeon Mass. General Hospital Earl Chapman, M.D. Ass't. Clin. Prof. of Medicine Both—Harvard Medical School	Hyperthyroidism & Nodular Goiter	Wesson Memorial
October 13		
George F. Cahill, M.D. Dir. Elliott Joslin Research Laboratory & Ass't. Prof. Med. Harvard Medical School	How The Body Works, Feast or Famine	Mercy Hospital
November 10		
Alexander M. Marble, M.D. Ass't. Clin. Prof. of Medicine Frank C. Wheelock, Jr., M.D. Instructor of Surgery Both of Harvard Med. School	DIABETES Recent Medical & Surgical Aspects	Springfield Hospital
December 8		
Carroll M. Leevy, M.D. Prof. of Medicine & Director Div. of Liver & Nutrition Seton Hall College of Medicine	Medical & Surgical Treatment of Liver Failure	Wesson Memorial
1965		
January 12		
Captain Calvin C. Chapman Flight Surgeon and Captain of Air Force Medical Corps, Air Force, Westover Field	AVIATION and AEROSPACE MEDICINE	Mercy Hospital
February 9		
Frank Glenn, M.D. Lewis Atterbury Stimpson Sur. Cornell Univ. Medical College	CLINICAL ASPECTS OF CARDIAC SURGERY	Springfield Hospital
March 9		
Thomas S. Sexton, M.D. Vice President, Mass. Mutual Life Ins. Co. Chief Medical Director	Prognosis & Premiums In The Practice of Life Insurance Medicine	Wesson Memorial
April 13		
Richard H. Overholt, M.D. Thoracic Surgeon, Deaconess & N. E. Baptist Hospitals Dir. Overholt Thoracic Clinic.	LUNG LESIONS	Mercy Hospital
May 11		
ANNUAL MEETING & ELECTION OF OFFICERS	GRAND ROUNDS FILM	Municipal Hospital

ACADEMY

The next meeting of the
SPRINGFIELD ACADEMY OF MEDICINE
will be held on
TUESDAY, OCTOBER 13, 8:30 P.M.

Speaker:	George F. Cahill, M.D. Associate Professor of Medicine Harvard Medical School
Topic:	"How The Body Works, Feast or Famine"
Place:	Auditorium, Municipal Hospital, Springfield
Hospital Clinic:	Mercy Hospital, 5:00 P.M.

ESTABLISHED IN 1861
FUNERAL SERVICE
Dickinson-Streeter Co.
Springfield, Mass.

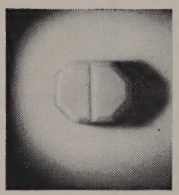
"MONDAY WE REST."
HILLBROOK HOUSE
LUNCHEONS - DINNERS - COCKTAILS
PRIVATE PARTIES
287 No. Elm Street
Westfield, Mass.
On Rte. 202
FOR RESERVATIONS
TEL. 562-2867

DR. WELCH DIES

As we go to press we learn with deep sorrow of the sudden and untimely death of Dr. Norman A. Welch, President of the American Medical Association. His passing on September 3 constitutes a tragic loss to our profession. He was a great physician and teacher. Most of all he was a great leader. His wisdom and guidance will be sorely missed during the coming year.

The new Kenacort® (Squibb Triamcinolone) 8 mg. tablet will change the way you prescribe steroid therapy

Here are ten reasons why:



8 mg. tablet in actual size

1. Kenacort (Squibb Triamcinolone) can now provide effective steroid treatment in most patients on a once-a-day regimen, whether initial or maintenance therapy

2. Once-a-day administration for most patients with allergies, dermatoses and mild rheumatic disorders has the same therapeutic effectiveness as divided dos age, with no increase in daily steroid requirements.

3. One single dose at 8 A.M. may cause less interference with diurnal rhythm of the spontaneously secreting adrenal gland and may cause less adrenal suppression.

4. Kenacort (Squibb Triamcinolone) 8 mg. is not a delayed action tablet — it is quickly and surely absorbed.

5. Experimental studies in man and dog have shown that triamcinolone has an appreciably longer biological half-life than the older steroids and somewhat longer than prednisolone, methylprednisolone and dexamethasone.

6. Since one day's supply of steroid for most patients may be obtained by utilizing the Kenacort (Squibb Triamcinolone) 8 mg. tablet, cost of therapy is reduced.

7. Once-a-day dosage saves time for the hospital nursing staff.

8. Once-a-day dosage offers therapeutic convenience and minimizes dosage error.

9. The scored tablet gives you a 4 mg. dose, when needed, at less cost.

10. Kenacort (Squibb Triamcinolone) is manufactured under the Squibb pledge.*

Whenever indicated, once-a-day Kenacort (Squibb Triamcinolone) dosage may also be given in other tablet potencies of 4, 2 and 1 mg., or as Kenacort Diacetate (Squibb Triamcinolone Diacetate) Syrup.

DOSAGE: Priming and maintenance doses must be individualized. 8 mg. Kenacort (Squibb Triamcinolone) once-a-day maintains anti-inflammatory and antiallergic activity for many patients with allergies, dermatoses and mild connective tissue disorders. **PRECAUTIONS AND SIDE EFFECTS:** Corticosteroids should be used only under close clinical supervision, and treatment should be at minimum dosage levels. The usual early steroid side effects such as weight gain, edema and hypertension ordinarily do not occur with triamcinolone. All steroids mask symptoms of infection, and may produce osteoporosis, peptic ulcer, epigastric distress, Cushingoid changes, purpura, hirsutism, vertigo, headache, flushing, sweating, weight loss, negative nitrogen balance, muscle weakness and wasting. Liberal protein intake is essential. Other possible side effects include increased intracranial pressure, papilledema and posterior subcapsular cataracts. Concomitant antibiotic or chemotherapeutic agents *are required* in acute and chronic *bacterial* infections. Supportive measures during stress situations must be given during treatment and for a year afterwards. To avoid adrenal insufficiency, withdraw the drug gradually. **CONTRAINDICATIONS:** Tuberculosis, ocular herpes simplex, acute psychosis, active peptic ulcer, acute glomerulonephritis, acute viral infections, and infections refractory to antibiotics. Weigh its use against anticipated benefit in diverticulitis, anastomoses, thrombophlebitis, psychotic tendencies, chronic nephritis, metastatic carcinoma, osteoporosis, and history of peptic ulcer. Not recommended during pregnancy, particularly in the first trimester. **SUPPLY:** Buff-colored, scored, 8 mg. tablets, bottles of 50. Also available: white, scored 4, 2 and 1 mg. tablets, and diacetate syrup, fruit-flavored, containing 5.1 mg. triamcinolone diacetate providing 4 mg. triamcinolone per 5 cc.

SQUIBB SQUIBB DIVISION Olin

""The Priceless Ingredient of Every Product is the Honor and Integrity of its Maker."*

PATRONIZE OUR ADVERTISERS

Below is a list of our advertisers for 1964. In your contacts please tell these people how much we appreciate their support.

A. R. Reid, Inc.
Beaulieu Chevrolet, Inc.
Betty's Old Towne House
Birch Manor Nursing Home
Broadway Office Supply Co., Inc.
Buckley's Pharmacy
Byron's Funeral Home, Inc.
Carroll Travel Bureau
Chester's Drug Store
City Rambler
Collegian Court Restaurant
Corliss Adjustment Bureau
Crand's Candy Castle
Crotty Drug Store
Curran-Jones, Inc., Funeral Home
Daley Family Service
Dickinson-Streeter Co., Funeral Home
Don Gleason's Campers Supply
Elms Manor Nursing Home
Flittner Drug Corp.
Footit Surgical Supplies
Foreign Sport Car Brokers
Forest Park Ambulance Service
Gold Cross Ambulance & Oxygen Service
Hafey Funeral Service
Hannigan-Fitzgerald Funeral Home, Inc.
Harris Pharmacy
Jaycox Restaurant
King's Drug Store
Landen True, Jewelers
Lilly, Eli and Co.
Log Cabin Restaurant
Mascaro's Florist
Medical Credits Division, Credit Bureau, Inc.
Medical Management
Merit Pharmacal Co.
Merrell, William S., Co.
Mountain Laurel Restaurant
Norman's Pharmacy
Oak Manor Nursing Home
O'Donnell, Edward F. Funeral Home, Inc.
Old Storrowton Tavern
Otarion Hearing Service
Perrene's Ltd.
Penn Travel Agency
Pfizer Laboratories
Pine Manor Nursing Home
Pomeroy-Williams Co.
Professional Employment & Placement Serv.
Professional Pharmacy
Ratell Funeral Home
Ring Nursing Home
Safe Deposit Bank and Trust Co.
Sampson, T. P. Co., Funeral Home
Saratoga Drug Co.
Security National Bank of Springfield
Shaker Farms Country Club
Sheraton Inn
Skinner, T. E. Associates
Smith Kline & French Laboratories
Soo's Restaurant
Spring Street Drug, Inc.
Springfield Gas Light Company
Student Prince Restaurant
Squibb, E. R. & Sons
St. James Ave. Nursing Home
Third National Bank & Trust Company
Tober Foreign Motors, Inc.
U. S. Vitamin & Pharmaceutical Corp.
Valley Bank and Trust Co.
Weidner Travel Bureau, Inc.
Willow Glen
Yankee Pedlar Inn
Ye Olde Coach Inn
W. F. Young, Inc.

PROFESSIONAL PHARMACY

"In The MEDICAL CENTER"
130 MAPLE STREET
SPRINGFIELD, MASS.

TELEPHONE
736-1859 — 736-1850

PRESCRIPTIONS FILLED
WHILE YOU WAIT
OR
FREE DELIVERY
IN GREATER SPRINGFIELD
Hours Daily 8 A.M. - 9 P.M.
SUNDAY 10 - 1

24-HOUR PRESCRIPTION SERVICE
David R. Smith
Reg. Pharmacist

The opinions expressed in The Hippocrat do not necessarily represent the Official viewpoint of the Hampden District Medical Society.

HALLMARK OF SOUND BANKING

SAFE ★ DEPOSIT
BANK AND TRUST COMPANY

Professional Banking Service for The Thoughtful Professional Man

When it comes to supervising your financial affairs, be sure that you pick a financial specialist. Select a bank staffed by qualified personnel who are experienced in working with attorneys, accountants and other advisors in establishing a trust or agency account. Assure the financial security of your family at the bank where you can be certain all your financial matters will be handled with the highest professional integrity — at *Safe Deposit.*

. . . where thoughtful persons bank on sound judgment

MEMBER: FEDERAL RESERVE SYSTEM ★ FEDERAL DEPOSIT INSURANCE CORPORATION

Dine in
Relaxed Elegance

Always a different and delicious menu to enjoy in pleasant comfort. Serving daily from eleven-thirty AM to midnight.

THE **LOG CABIN**

Easthampton Road, Route 141
HOLYOKE
JEfferson 9-9137

SHAKER FARMS
COUNTRY CLUB

DINING ROOM — BALLROOM

DANCING EVERY SATURDAY NIGHT

Accommodations Up to 1200 Persons

DINNERS — LUNCHEONS
BUFFETS

We Specialize in Parties
For All Occasions

Telephone Party Hostess: ST 3-3032
LOgan 8-0941

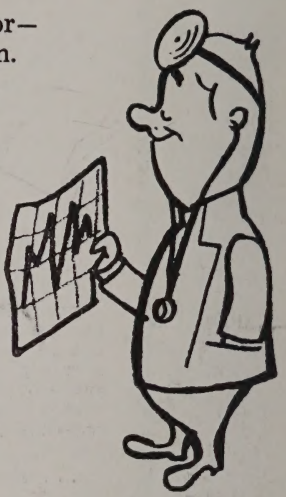
SHAKER ROAD
WESTFIELD, MASS.

Investments, too, can develop "heart murmurs"

But constant supervision and regular review by our Trust Department—the counterpart of a periodic physical checkup by the family doctor—can help detect them and take remedial action.

In addition, we can relieve you of burdensome detail, work with you on a consistent, well considered investment program and, ultimately, continue our managerial assistance as trustee for your family.

In short, service not for just a day, not for just a year, but from generation to generation, if necessary.



Valley Bank
AND TRUST COMPANY

Trust Department
Main Office
1351 Main Street, Springfield

CLOSED SUNDAYS

HOSPITALITY UNLIMITED

RE 6-8521

AIR CONDITIONED

JAYCOX
RESTAURANT
456 Sumner Avenue
Springfield

℞ **RELAX, DOCTOR!** ℞

OUR COLLECTION SERVICE IS THE *RIGHT* PRESCRIPTION FOR YOUR DELINQUENT ACCOUNTS . . .

As the only member in Hampden County of the Medical, Dental, Hospital Bureaus of America, we have served "The Business Side of Medicine" for 20 years, with the patient's good will ever in mind. Why not call our Medical Division, RE 9-7346 and discuss our service with Howard Corliss. Then RELAX, Doctor!

CORLISS ADJUSTMENT BUREAU, Inc.
293 Bridge Street, Springfield 3, Mass.